



Commission Update

November 11, 1999

Welcome to the third edition of *Commission Update*, a monthly newsletter from the California Children and Families Commission. The newsletter includes articles about the State Commission's activities, news from the County Commissions and current information on our key issues.

To include information in this newsletter or to offer ideas for future editions, please contact Kristina Parham, Communications Director, at (310) 205-2780.

Commission Transfers \$362 Million to County Commissions; Media Event Receives Statewide Coverage

Calling on all Californians to "celebrate and participate," the California Children and Families Commission on October 18 transferred \$362 million in Prop. 10 tobacco tax revenues to the County Commissions to support local education, health and child care programs that promote early childhood development for children prenatal to age five. The Commission also invited California parents, families, child care providers and community groups to participate in the far-reaching grassroots efforts that County Commissions are undertaking to determine funding priorities at the local level.

Commission Chair Reiner is joined at the podium by Assembly



Speaker Villaraigosa, State Controller Connell and Los Angeles Mayor Riordan at the Oct. 18 event.

For the announcement, State Commission Chair Rob Reiner and Executive Director Jane Henderson were joined by California State Controller Kathleen Connell, California State Assembly Speaker Antonio Villaraigosa, Los Angeles Mayor Richard J. Riordan and Los Angeles Prop. 10 Commission Vice Chairman Neal Kaufman, M.D. State Commissioners Susan Lacey and Sandra Gutierrez also attended.

The event was covered by 33 state and local television stations and dozens of newspapers and radio stations statewide. The broad coverage provided an opportunity to build public awareness of the accomplishments of the State and County Commissions, and encourage communities across California to participate in local planning efforts.

The State Commission sent each County Commission a packet of tools and tips on using this media event to market their local activities. We hope the event offered you an opportunity to work with your local media to publicize your Commission activities, highlight your strategic planning progress and local public participation efforts and announce future activities that you have planned.

Recall Initiative Qualifies for March 2000 Ballot

California Secretary of State Bill Jones announced on October 27 that the initiative entitled, "Repeal of Additional Tobacco Surtax Enacted by Proposition 10," qualified for the March 7, 2000 primary election ballot. The measure's official title and summary can be found on the Secretary of State's website: www.ss.ca.gov/elections/elections_j.htm#2000Primary.

At its meeting on October 21, the State Commission adopted the following resolution regarding the repeal:

"The California Children and Families Commission hereby reconfirms its commitment to the ideals,

goals and objectives of providing community-based, comprehensive, integrated system of early childhood development services for all California children prenatal to five years of age, as set forth in its Vision and Mission Statements and as codified in the California Children and Families Act. In so doing, the California Children and Families Commission expresses its unanimous and compete opposition to any and all efforts to repeal any portion of the California Children and Families First Initiative, also known as Proposition 10, as passed by the California electorate in November, 1998."

**Upcoming
State Commission Hearings**
November 18, Riverside
December 16, Oakland
**Statewide Meeting of All
County Commissions**
November 22, 1999, Sacramento

Commission Meets in Santa Barbara; Sets Minimum Allocation Levels

On October 21, the State Commission held its monthly meeting in Santa Barbara. To ensure that Commissions from the smallest counties will receive enough funds to provide meaningful assistance for their children from prenatal to age five, the State Commission voted to adjust the formula for allocating revenues to the County Commissions by setting a minimum allocation level of \$200,000 annually.

The Commission also heard input from local parents, child care providers, advocates and children as to how Prop. 10 funds should be best spent. In addition, three County Commissions – Santa Barbara, Ventura and San Luis Obispo – made presentations outlining their activities and progress to date.

Guidelines Update

The final Guidelines for developing Prop. 10 strategic plans and an Executive Summary of the Guidelines -- a more abbreviated version -- have been distributed to all County Commissions.

County Commission Highlight Santa Barbara

The Santa Barbara County Commission has been very active since April, 1999, having held 11 Family Town Meetings across the county. Several of these meetings offered child care and a light meal, others were held in Spanish and another was organized solely for families of children with special needs. In addition to public participation meetings, the Commission has collected demographic and service data on its county, conducted service provider surveys and held two all-day strategic planning sessions, with a third planned this month. Santa Barbara expects to issue its draft strategic plan as early as this month and begin its grant making process in January 2000.

Each month we will highlight the activities of one County Commission. We encourage you to let us know what your County Commission has been doing so that we can highlight news of your successes. Call Kristina Parham at (310) 205-2780.

State Commission to Provide Media Tool Kits and Strategy Sessions

On November 22, the State Commission will host the first Statewide Meeting of All County Commissions in Sacramento. This meeting will provide technical assistance, hands-on workshops and peer networking opportunities. The State Commission will also unveil a media tool kit for County Commissions. The kit will include a variety of tools and information, such as key message points, sample Prop. 10 documents, tips on working with the media and media list development techniques, as well as ideas on meeting with editorial boards and creating press kits.

The State Commission is also planning regional communication strategy seminars for November through January to provide local spokespersons and commissioners with more in-depth information, tools and guidance for working successfully with the media. These seminars will be a valuable opportunity to hone your media skills and share ideas with other County Commissions. ***You will be receiving specific information about dates and locations soon.***

